

## Pontotoc County Emergency Management Agency

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January 30, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

RE: The Commercial Mobile Service Alert System – PSHSB Docket No. 07-287

Dear Members of the FCC,

I am writing in reference to PSHSB Docket No. 07-287 and to express my support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers information via FM radio signals. These messages are received on ALERT FM receivers and other mobile devices, including cell phones, PDAs, and other specialized receivers with FM chips.

I have served as Emergency Management Director for Pontotoc County since 2000. It is a predominately rural county with a population of around 28,000 and covers 498 square miles in northeast Mississippi. An F-3 tornado ripped through our county in 2001, cutting a 23 mile path of destruction from the southwest corner to the northeast corner. Communications were badly crippled, electricity was down, and cell towers were destroyed. It took several days of going "door to door" to communicate much needed information to victims of the storm. Today, I can proudly say that Pontotoc County is the first in the state to embrace the ALERT FM technology to assure that we have real-time communications capability with our citizens.

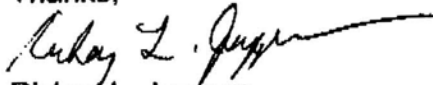
Our county purchased the ALERT FM license that gives local officials the ability to distribute notifications to first responders. Early warnings for weather events, hazardous materials incidents, school closings, evacuation information, boil water notices, and post disaster information for life-supporting and life-sustaining commodities and services can be disseminated to the public. Our alert notification groups include all the school systems, county and municipal officials, emergency management personnel, fire chiefs, police chiefs, and 6 address specific groups. We can target residents of any one of five supervisor districts and county seat (based on resident's address) or any of the above groups to receive alerts. One "all call" group will alert every receiver in Pontotoc County for a message. The only cost to our citizens is the cost of the receiver.

Naturally, the more receiver capabilities we have, the better we can communicate with them.

I strongly believe the reliability and redundancy of the ALERT FM system make it the choice for public alert notification. It has already served us in severe weather situations and we are just getting started on the system. It can become the platform for the nation's public alert system without a huge investment in infrastructure. I encourage you to support this system and the technology that would allow it to reach all modes of communication.

If you have questions, I can be reached at 662-489-1637 between the hours of 8:00-11:00 and 1:00-4:30, Monday through Friday.

Thanks,

  
Rickey L. Jagers  
Director